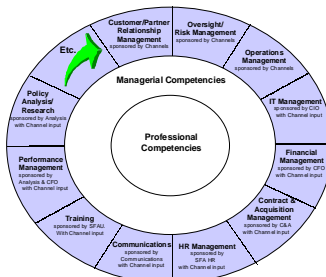




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SFA Competency Dictionary

Professional Competencies



Professional Competencies are defined as the behaviors required in developing the performance-based culture of SFA. These are the underlying knowledge, skills, and abilities expected of all SFA employees.

Professional Competency	Definition
SFA Business Knowledge	<ul style="list-style-type: none"> ▪ Demonstrates clear understanding and practical application of SFA's mission, performance objectives, and service standards ▪ Understands SFA's business processes and applies that knowledge in the execution of work
Customer Service Orientation (Fluency in SFA Service Standards)	<ul style="list-style-type: none"> ▪ Focuses customer service delivery according to SFA Service Standards: <ul style="list-style-type: none"> ▪ Be Worthy of Trust ▪ Be Courteous ▪ Deliver Great Products and Services ▪ Be Efficient ▪ Knows who customers are and understands the customers' values and points of view when making decisions ▪ Builds solid, trusting relationship with customers based on confidence and general professionalism ▪ Focuses all activities on satisfying present and future customer needs as well as identifying service improvement opportunities
Technology Literacy	<ul style="list-style-type: none"> ▪ Understands and uses technology appropriately to work efficiently and improve quality of products and services



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Professional Competency	Definition
Goal/Results Orientation	<ul style="list-style-type: none"> ▪ Sets and achieves goals using action plans to manage completion of tasks ▪ Takes action to achieve goals beyond what is required ▪ Commits to performing at best every day in every activity ▪ Avoids procrastination/works efficiently towards results ▪ Demonstrates creativity in developing solutions towards achievement of SFA goals
Continuous Learning and Improvement	<ul style="list-style-type: none"> ▪ Seeks out and learns new tools and techniques through books, periodicals, courses, seminars, the web and other information sources ▪ Improves ways of doing work ▪ Challenges the status quo ▪ Possesses the ability to grasp new ideas and apply them ▪ Demonstrates a desire to learn
Professionalism	<ul style="list-style-type: none"> ▪ Demonstrates composure, confidence, and sound judgement to improve service delivery and interpersonal relationships ▪ Seeks to deliver service to customers based on SFA's service standards ▪ Values the opinion of others and encourages honest feedback and candor in all interactions ▪ Contributes to team development and performance – promotes working as a cohesive team ▪ Respects the organization, its employees, partners and customers ▪ Honors commitments ▪ Takes responsibility for words and actions
Interpersonal Communication	<ul style="list-style-type: none"> ▪ Demonstrates the ability to express oneself clearly, concisely and effectively through oral and written communications ▪ Delivers timely responses that demonstrate SFA business knowledge ▪ Able to give and receive feedback ▪ Uses language that denotes respect for others ▪ Able to use terminology appropriate for the audience